R. J. Reynolds Tobacco Company
New Jersey Chain Accounts

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October 24, 1997

To: Sue Sirianni
John Klein
Kevin Brandt
All Retail Representatives Responsible For Quick Chek Food Stores

RE: Quick Chek Food Stores (0919-00-00)

Attached are copies of updated counter planograms for all setups in Quick Chek Food Store Locations. These planogams are for the following setups:

Island Checkouts (U shaped)
Straight Line Setups
Non Self-Service Stores

- In stores with Island and Straight Line setups our APD should be placed in a wrap configuration at Register # 2.
- In NSS stores, the APD should be placed with non self-service security covers at Register #2.

Please ensure that all Retail Reps use these plangorams to address display location problems.

In no instances should either Lorillard or BAT be placed at Register # 2. If you have any stores where either Lorillard or BAT has taken the register # 2 position communicate this to my office immediately.

Thank you for your help.

Best Regards,

Nick Kuruc

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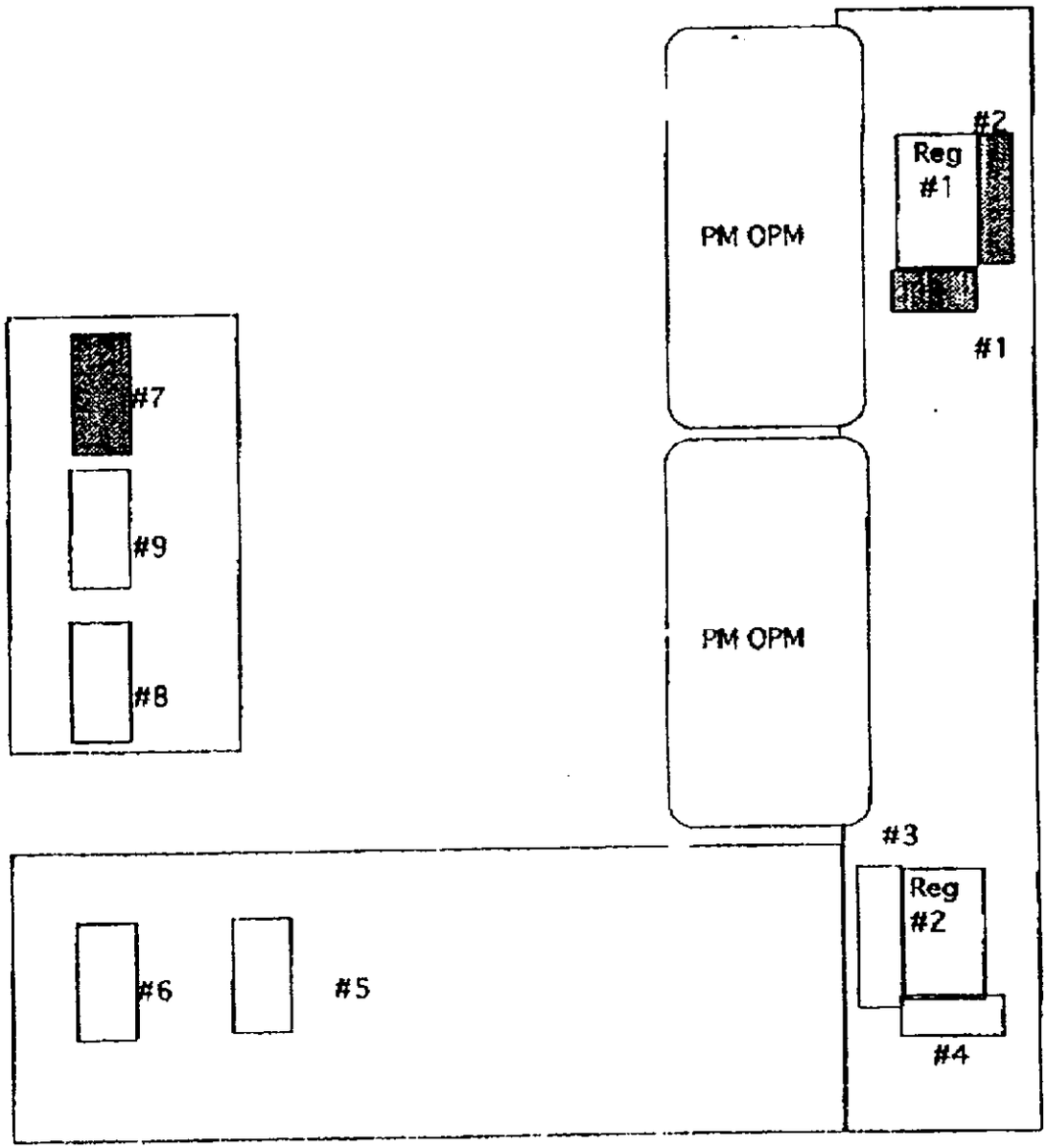
Source: https://www.industrydocuments.ucsf.edu/docs/gpky0000

QC POG for straight Line Checkouts Non Exclusive
POG#4



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 19W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc Only	2 Shelves 4 W	8

Signage:
Marlboro clock w Lit Sign
RJR lit Sign

Marl Ctn Fxt -	Total	153
	PM Total	81
	PM %	53%
	Total	25
	PM Total	15
	PM %	60%

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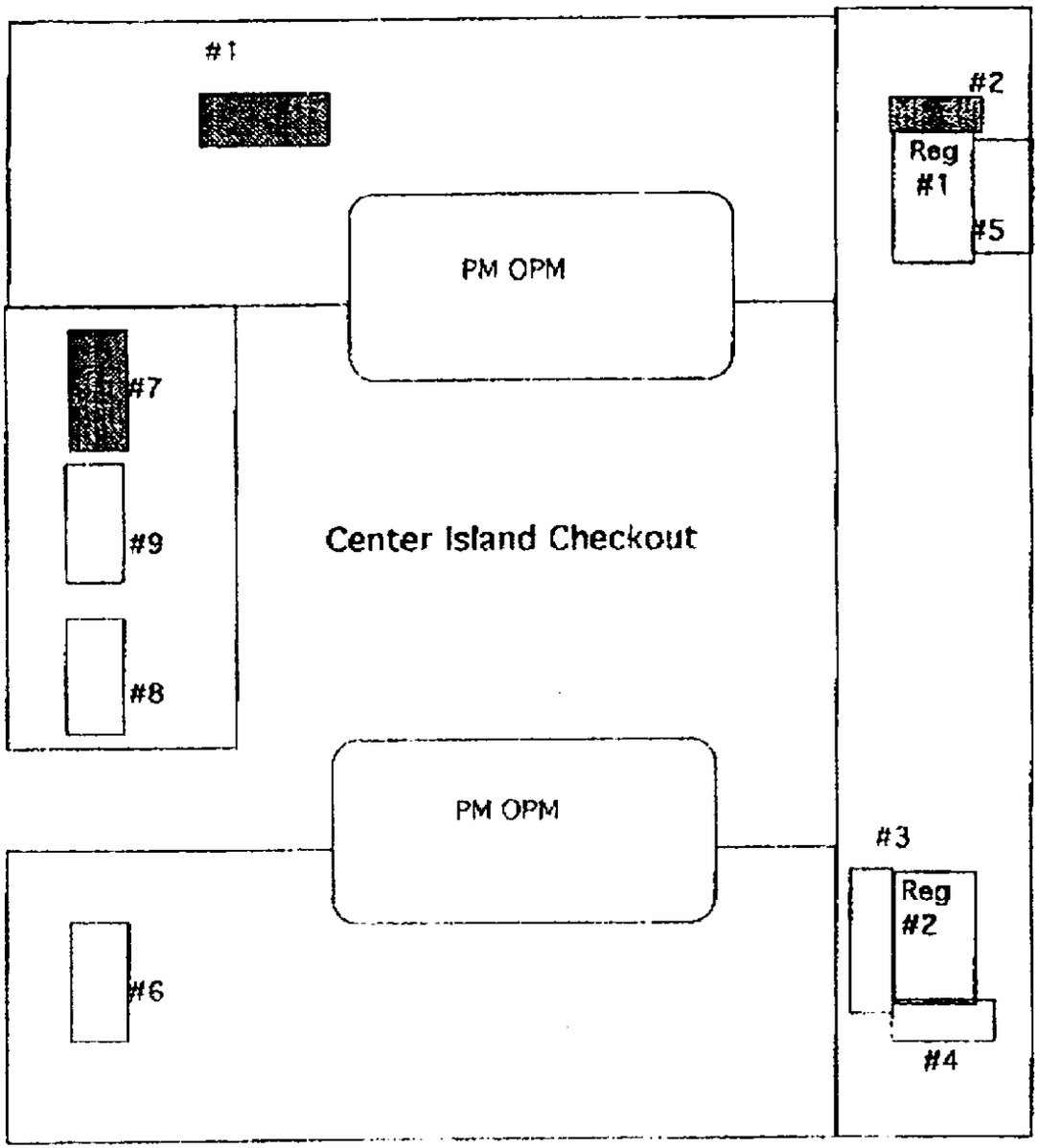
QC POG for Island Checkouts
Non Exclusive Stores
POG#2



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 9W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc	2 Shelves 4W	8

Signage:
Marlboro clock w Lit Sign
RJR lit Sign

Marl Cln Fxt

Total	153
PM Total	81
PM %	53%
Total	25
PM Total	15
PM %	60%

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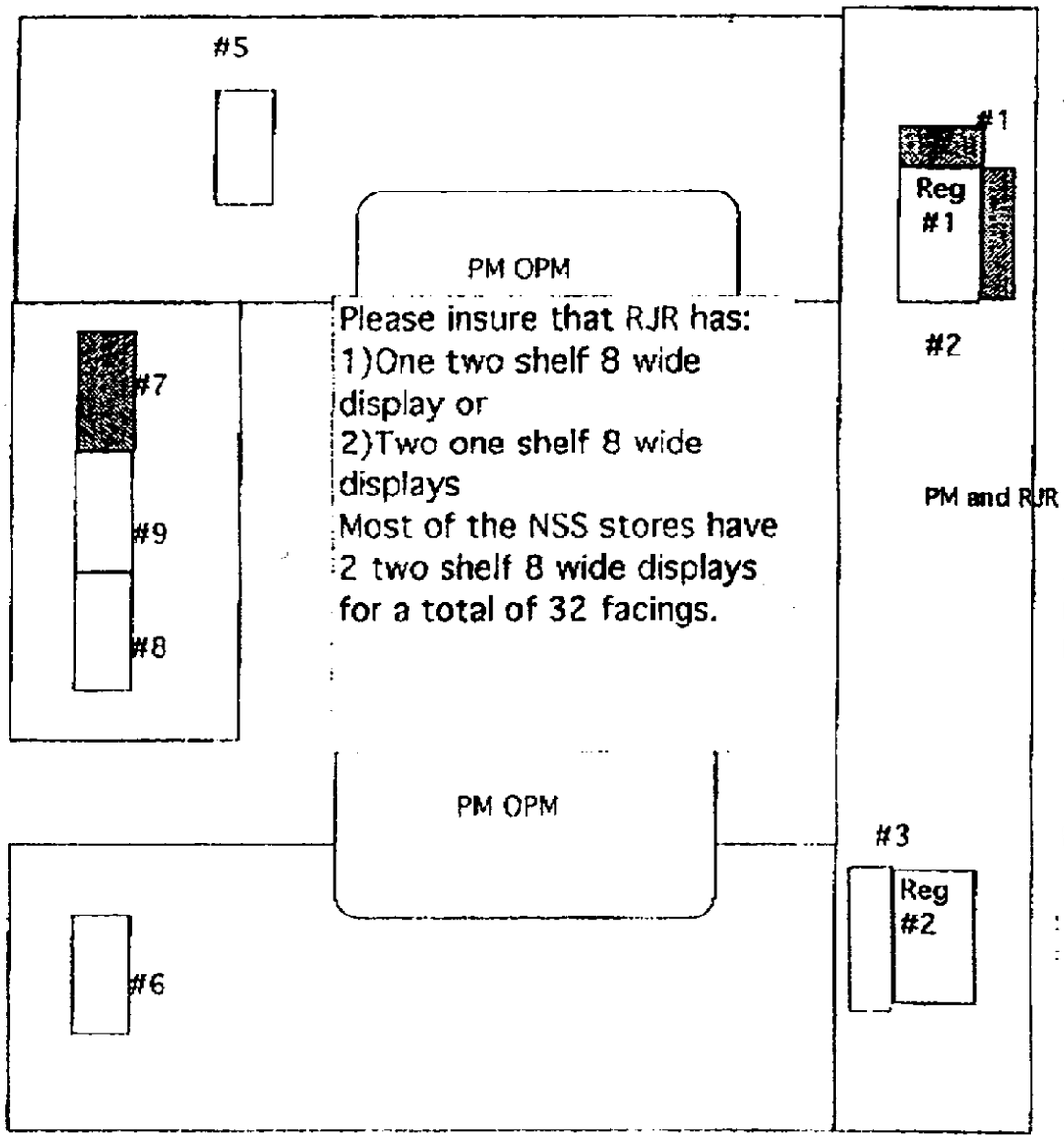
QC POG
NON Self Service Stores
NON Exclusive POG #6



PCOS	Shelves	Facings
#1 Marlboro	Lock Box	15
#2 PM Premium	Lock Box	15
#3 RJR	2Shelf 8 W	16
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 shelf 8 wide	24
#8 Cour./Doral NSS	4 shelf 8 wide	24
#9 BW Disc Only	2 Shelves 4 W	8

ALL Displays have to be NSS

PM and RJR Displays must be placed first if NSS space is restricted.

Signage:
Marlboro Clock w Lit Sign
RJR Lit Sign

Marl Ctn Fxt

Total	126
PM Total	54
PM %	43%

Marl Ctn Fxt

Total	25
PM Total	15
PM %	60%

MAY-19-87 09:28 FROM:QUICK CHEK ID:

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